Social Media by Generation

Growth in time spent per day on social media among Gen Z and millennials is slowing down over time.

**Average Daily Social Media Time***

- Asia Pacific: 2:13
- Europe: 1:50
- Latin America: 3:27
- Middle East & Africa: 3:03
- North America: 2:54

*Note that the data is an average of Q1-Q3 2018 figures.

**Multi-Networking by Generation***

- Millennials: 47%
- Gen X: 35%
- Baby Boomers: 24%

**Search engines***

- Gen Z: 55%
- Millennials: 37%
- Gen X: 24%

**Global Average Number of Social Media Accounts***

- 2018: 4.5
- 2017: 3.5
- 2016: 4.5
- 2015: 5.0

**Multi-networking is still on the rise, but could be plateauing***

**The Future of Social Media***

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>67%</td>
<td>77%</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>64%</td>
<td>69%</td>
<td>77%</td>
<td>84%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>17%</td>
<td>20%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>16%</td>
<td>20%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6%</td>
<td>10%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Facebook</td>
<td>58%</td>
<td>66%</td>
<td>75%</td>
<td>89%</td>
</tr>
</tbody>
</table>

**WHO USES WHAT?***

- To research/find product information:
  - Baby Boomers: 45%
  - Gen X: 56%
  - Millennials: 66%
  - Gen Z: 75%
- To follow celebrities:
  - Baby Boomers: 17%
  - Gen X: 27%
  - Millennials: 45%
  - Gen Z: 66%
- To network for work:
  - Baby Boomers: 13%
  - Gen X: 20%
  - Millennials: 30%
  - Gen Z: 40%
- To research/find products to buy:
  - Baby Boomers: 28%
  - Gen X: 43%
  - Millennials: 51%
  - Gen Z: 66%

**Influencer marketing set to become bigger, Gen Z lead the way***

- Baby Boomers: 17%
- Gen X: 19%
- Millennials: 23%
- Gen Z: 33%

**Social Key Touchpoint Through the Purchase Journey***

- Brand Discovery: 35%
- Product Research: 45%
- Purchase Driver: 35%
- Brand Interaction: 42%

**Hub for Online Product Research***

- Search engines: 49%
- Friends: 31%
- Social networks: 24%
- Product reviews: 21%

**Changing Networking Behaviors***

- Baby Boomers: 57%
- Gen X: 64%
- Millennials: 79%
- Gen Z: 92%